

Friday, August 19, 2011

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**SARATOGA RACE COURSE CELEBRATES FABULOUS FILLIES DAY
BENEFITING THE BREAST CANCER RESEARCH FOUNDATION®**

Special event shines spotlight on women's role in thoroughbred racing while raising funds for breast cancer research

SARATOGA SPRINGS, N.Y. – The New York Racing Association, Inc. (NYRA) celebrated women and their contributions to the thoroughbred industry with a special day appropriately titled “Fabulous Fillies Day” on Friday, August 19 at Saratoga Race Course. More Than 250 guests attended the fabulous day, raising \$100,000 for The Breast Cancer Research Foundation.

The day featured a number of special events and activities designed to honor women of the thoroughbred industry while raising funds to support The Breast Cancer Research Foundation (BCRF).

The first 25,000 fans through the admission gates each received a pink wristband, courtesy of BCRF. Saratoga Race Course also featured a pink NYRA flag in flight overhead.

“Women are a central part of the summer racing season at Saratoga Race Course. We invited ladies to join us for a stylish and fun day at the track on Fabulous Fillies Day,” said NYRA Director of Community Relations Joanne K. Adams. “We enjoyed celebrating the accomplishments of several extraordinary women while raising awareness and funds for The Breast Cancer Research Foundation.”

The centerpiece of the day-long affair was the Sizzling Hot Pink Saratoga Hat Luncheon at 11:30 a.m. in the Upper Carousel.

BCRF Founder and Chairman and The Estée Lauder Companies’ Senior Corporate Vice President Evelyn H. Lauder served as Honorary Co-Chair of the Luncheon. Since founding BCRF in 1993, Lauder has spearheaded the organization’s efforts to raise more than \$330 million to support breast cancer research.

Additional honorary co-chairs of the event included: Matilda Raffa Cuomo, former First Lady of New York; Jayne Carr Keyes, former head of the New York State and New York City Film

Commissions and retired encaustic artist; Laura Morton, the New York Times Bestselling Author and Celebrity Memoirist; Libby Pataki, former First Lady of New York; Betsy Senior, Senior & Shopmaker Gallery Co-Owner and wife of NYRA President and CEO Charles Hayward; and Marylou Whitney, Saratoga Springs philanthropist.

The luncheon featured guest speaker Larry Norton, MD, who led the discussion *Breast Cancer: How We Are Winning the Race*. Currently the Deputy Physician-in-Chief for Breast Cancer Programs at the Memorial Sloan-Kettering Cancer Center and Medical Director of the Evelyn H. Lauder Breast Center, Dr. Norton has served as Scientific Director of BCRF since its inception in 1993.

The luncheon honored one of the more prominent thoroughbred owners within the industry: Anne Campbell of Dogwood Stable. Campbell is well-known for her extensive community service and role in the thoroughbred racing community. She is also the wife of Dogwood Stable President Cot Campbell.

Event guests had the opportunity to view a fashion presentation which featured designer apparel and accessories from global luxury brand St. John Boutique. The afternoon additionally included a silent auction.

Co-chairs of the Sizzling Hot Pink Saratoga Hat Luncheon were Joanne K. Adams and Margie Rotchford of Saratoga Bridges. All proceeds from ticket sales benefited The Breast Cancer Research Foundation.

NYRA Vice President of Racing P.J. Campo carded several filly and mare overnight races in concert with the day's theme. In each of the day's corresponding races, the horses wore pink saddle towels and grooms were outfitted in pink jackets.

Pink bunting, ribbons and flowers adorned the track, including a pink flower blanket on the horse statue in the Paddock. The day's program book also featured a pink cover.

Ladies were invited to enjoy B95.5's "What Women Want – Saratoga Style" event, presented by Time Warner Cable. The lifestyle expo featured services and samplings from a variety of health, wellness and beauty vendors; as well as interactive games, prizes, and a Chinese auction.

The open-air event was held in the backyard near the Union Avenue entrance from 9 a.m. to 10:30 a.m. and 11 a.m. to 5 p.m. Vendors included Contour Massage; Paul Mitchell School and Salon; Take Shape for Life; and the Wilton Mall.

Fabulous Fillies Day took place on the eve of the running of the Grade 1 TVG Alabama Stakes, Saratoga's signature stakes race for three-year-old fillies.

For up-to-date information on Fabulous Fillies Day and other special events, please visit www.nyra.com/saratogaevents.

About The Breast Cancer Research Foundation

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF will award \$36.5 million to over 175 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country. BCRF has received 4-stars from Charity Navigator and an “A+” from The American Institute of Philanthropy. For more information about BCRF, visit www.bcrfcure.org.